

## ORDER



**Orders**  
**Order / Rev:** 713402 - 2  
**Alt Order #:** 06310642  
**Product Desc:** Flight 10/4-10/10, 2012 PATON FOR CO  
**Estimate:**  
**Flight Dates:** 10/04/12 - 10/10/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3299 K ST., NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Paton,J/ R / Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	41	\$32,875.00	\$27,943.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$32,875.00	\$27,943.75	0.00
<b>Totals</b>	<b>41</b>	<b>\$32,875.00</b>	<b>\$27,943.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/04/12	10/10/12	12 News 10pm M-SU	CM	10-1035p	MTWTFSS	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
				12 News 10 pm M-Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTFSS		6			\$1,400.00			0.00			
3	KPNX	10/04/12	10/10/12	M-F 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
				12 News Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5			\$450.00			0.00			
4	KPNX	10/04/12	10/10/12	M-F Today Show 7-9a	CM	7-9a	MTW-F--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTW-F--		4			\$550.00			0.00			
5	KPNX	10/04/12	10/10/12	M-F 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
				12 News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5			\$225.00			0.00			
7	KPNX	10/04/12	10/10/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5			\$450.00			0.00			
10	KPNX	10/04/12	10/10/12	M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5			\$450.00			0.00			

Order / Rev: 713402 - 2  
 Alt Order #: 06310642  
 Flight Dates: 10/04/12 - 10/10/12

Advertiser: Paton,J/ R / Congress  
 Product Desc: Flight 10/4-10/10, 2012 PATON FOR CC  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KPNX	10/08/12	10/08/12	NBC Nightly News NBC Nightly News	CM	530-6p	M- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/12	10/11/12	M- - - - -		1				\$1,500.00		0.00			
12	KPNX	10/04/12	10/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/12	10/10/12	MTWTF--		5				\$550.00		0.00			
14	KPNX	10/06/12	10/06/12	SAT TDY NBC Today Show	CM	Saturday Today	- - - - - S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1				\$250.00		0.00			
15	KPNX	10/06/12	10/06/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:00 PM-6:30 PM)	- - - - - S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1				\$450.00		0.00			
16	KPNX	10/06/12	10/06/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p (6:30 PM-7:00 PM)	- - - - - S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1				\$450.00		0.00			
18	KPNX	10/07/12	10/07/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	- - - - - S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		rate reduced from 9000 to 7000 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1				\$7,000.00		0.00			
19	KPNX	10/07/12	10/07/12	Football Night in America Football Night in America	CM	Various	- - - - - S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		part of mg line 18 nfl reduction													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1				\$2,000.00		0.00			
													Totals	41	\$32,875.00

\*Tax 1 Note: Tax 0.5%.